

**EL254**

PATHS TO PERFORMANCE

NEW COURSE

# Master the Essentials of Selling - Online Training

 New courseDURATION  
**12 HOURS**REGULAR FEE  
**229 \$**

## Objectives

Change is a given in the business world. New competitors emerge, market pressures mount, prices fall, decision-makers' and customers' preferences shift, companies merge and disappear, purchasing behaviors and communication methods evolve, new products are launched... So how can you, as a salesperson, succeed consistently through all of this? The answer is simple; get regular training on effective sales techniques! This will allow you to fine-tune your skills and make sure you're in sync with the rest of the salesforce. This course presents proven techniques used by highly experienced salespeople. You'll see that by applying these methods out in the field, you'll make your sales figures soar.

## Targeted audience

Newly recruited salespeople in B2B or B2C and experienced salespeople who want to review the fundamentals of B2B or B2C selling.

## Prerequisite

None.

## Content

### 1. The keys to successful selling

- The value of authenticity
- Discover the keys to successful selling

### 2. Preparing to talk to your prospect

- Preparing to meet a prospect

### 3. Getting the first five minutes right

- Getting the first five minutes right
- Prepare the first five minutes with your prospect

### 4. Identifying your prospect's needs and motivations

- Identifying a prospect's needs and motivations
- Preparing your pitch

### 5. Making a convincing pitch

- Making a convincing pitch
- Craft your pitch

### 6. Dealing with objections

- Dealing with objections
- Let's put this into practice

### 7. Sealing the deal

- Sealing the deal
- Let's put this into practice

## Subscription

Subscription english version

Subscription french version

## Sales Kit

- Preparing to meet a prospect
- Assessing customer relationships
- Preparing the first five minutes
- Preparing your pitch
- Crafting your pitch
- Preparing to deal with objections
- When to seal the deal
- Analyzing the outcome of a sales conversation

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